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from:
THE HUNTINGTON-ROCKFORD CORPORATION LIMITED
1262 Don Mills Road
Don Mills, Ontario


HUNTINGTON-ROCKFORD CORP. LINKS
WITH STANFORD UNIVERSITY GROUP

Stockcross Company Limited, wholly-owned subsidiary of Toronto-based Huntington-Rockford Corporation, has reached an agreement with Educational Coordinates Inc. of Palo Alto, California -- better known as the "Stanford Group" -- to share knowledge and experience in educational programs and computer systems.

In less than three years of existence, Stockcross has gained a reputation as one of Canada's most progressive education consulting firms. Its success has been built on the development of an easily-administered computer timetabling system for secondary schools.

The computer "System S.O.S" (Student Oriented System) was designed to reduce the heavy expenditure of man hours by school officials in building timetables for schools. With the trend in education toward the introduction of the ungraded school, where the student has the option to choose any subject in any grade, building timetables by manual methods has become an increasingly burdensome task.

Stockcross has grown rapidly since the first public stock issue by its parent company, Huntington-Rockford, in February, 1969. At that time Stockcross had 24 contracts with schools in Ontario. In the past three months another 21 have been added in Ontario and 17 schools in Manitoba have signed contracts.



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"Additional contracts are also expected soon from schools in other western provinces," G.E. Danne, president, states.

Educational Coordinates Inc. was founded by seven Stanford University professors. With a three-million-dollar Ford Foundation grant, the group developed a unique concept of modular and flexible timetabling for secondary schools and universities.

The agreement with Educational Coordinates Inc. will give Stockcross the use of the Stanford group's "S-4" system with timetabling capabilities that are completely computer generated. The agreement also gives Stockcross exclusive rights in Canada, Europe and the Commonwealth countries to all systems developed by the Stanford group, including timetables and simulation systems for building schools and universities, as well as the rights to the U.S. company's future research findings.

In announcing the agreement, Mr. Danne explained that the company has established a new division, Education Coordinates Canada, which consists of a group of highly qualified Canadian educators. This group will initially work out of the new Huntington-Rockford Centre in Don Mills, Ontario. Education Coordinates Canada will research and develop new ideas for Canadian education programs and conduct 10 conferences annually throughout the country on the theme of "Innovations in Education".

Mr. Danne said that Stockcross is accelerating its expansion program in Western Canada. The office recently established in Winnipeg will move into the new Richardson Building on its completion in September. Other branch operations will be established in Calgary and Vancouver later this year.

In addition to its headquarters in the Toronto area and an office in Zurich, Switzerland, the company opens a Montreal office on July 1 and is planning to establish operations in London, England, at a future date.

